

**REPORT OF LOBBYING FIRM**  
**(Government Code Section 86114)**

**FORM 625**  
**1990**

REPORT COVERS PERIOD FROM 07/01/2009 THROUGH 09/30/2009

CUMULATIVE PERIOD BEGINNING 01/01/2009

**TYPE OR PRINT IN INK**

For information required to be provided to you pursuant to the Information Practices Act of 1977, see [Information Manual on Lobbying Disclosure Provisions of the Political Reform Act.](#)

**FOR OFFICIAL USE ONLY**

**A**

**B**

NAME OF LOBBYING FIRM:

ROSS; ESPERANZA

BUSINESS ADDRESS: (Number and Street)

(City)

(State)

(Zip Code)

TELEPHONE NUMBER:

SACRAMEN -  
TO

CA

95811

MAILING ADDRESS: (If different than above)

**PART I** - (Read the instructions on the reverse before completing this section. Then, check one of the boxes below and complete Part I.)

- ☒ PARTNERS, OWNERS, OFFICERS, OR EMPLOYEES WHOSE "LOBBYIST REPORTS" (FORM 615) ARE ATTACHED TO THIS REPORT **OR**
- ☐ PARTNERS, OWNERS, OFFICERS, OR EMPLOYEES WHO ENGAGED IN DIRECT COMMUNICATION ON AT LEAST FIVE SEPARATE OCCASIONS DURING THE PERIOD

Owner

Esperanza Ross

☐ If more space is needed, check box and attach continuation sheets.

**SUMMARY OF PAYMENTS THIS PERIOD**

A. GRAND TOTAL PAYMENTS RECEIVED: \$ 66500.00  
(From Subtotals in Part II)

B. TOTAL ACTIVITY EXPENSES: \$ 0.00  
(From Part III, Section A, 3)

C. TOTAL PAYMENTS TO OTHER LOBBYING FIRMS: \$ 0.00  
(From Part III, Section B)

D. GRAND TOTAL PAYMENTS MADE: \$ 0.00  
(B + C, above)

E. CAMPAIGN CONTRIBUTIONS MADE:

☒ None This Period ☐ Part IV Completed and Attached

F. IS THE FIRM A MEMBER OF A LOBBYING COALITION ?

☒ No ☐ Yes (Complete and attach Form 630)

**VERIFICATION**

**I have used all reasonable diligence in preparing this Report. I have reviewed the Report and to the best of my knowledge the information contained herein and in the attached schedules is true and complete.**

**I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.**

Executed on (Date)

At (City and State)

By (Signature of Responsible Officer)

10/21/2009

Sacramento, CA

Esperanza Ross

Name of Responsible Officer (Type or Print)

Title

Esperanza Ross

President

PERIOD COVERED: 07/01/2009 09/30/2009

NAME OF LOBBYING FIRM: ROSS; ESPERANZA

<b>PART II - PAYMENTS RECEIVED IN CONNECTION WITH LOBBYING ACTIVITY</b> (Amounts may be rounded off to whole dollars. See Instructions on reverse.)				
Employer's Name, Address and Telephone Number California Smart Building Association  Sacramento CA 95814				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.)  AB 1234; SB 408; AB 994; State Legislature; State Energy Commission				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Employer's Name, Address and Telephone Number Green Schools  Sacramento CA 95814				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.)  SB 61,SB 363,AB 142,State Legislature				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Employer's Name, Address and Telephone Number Patrick Johnston on behalf of The McGraw-Hill Companies,Inc.,School Education Group  Sacramento CA 95814				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.) State Legislature,Dept. of Education,AB 1398,AB 487,AB 1374,AB 314,AB 8,SB 388 - ,SB 48				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 4000.00	\$ 0.00	\$ 0.00	\$ 4000.00	\$ 28000.00
<b>SUBTOTAL</b>			<b>\$ 65500.00</b>	

☒ If more space is needed, check box and attach continuation sheets



PERIOD COVERED: 07/01/2009 09/30/2009NAME OF LOBBYING FIRM: ROSS; ESPERANZA**PART III - PAYMENTS MADE** (Continued)

## SECTION B: PAYMENTS MADE TO OTHER LOBBYING FIRMS

Name, Address and Telephone Number of Firm Contracted With	Name of Employer or Client for Whom Subcontractor was Retained to Lobby	Amount This Period	Cumulative Total to Date
		\$	\$
<input type="checkbox"/> If more space is needed, check box and attach continuation sheets.		<b>TOTAL PAYMENTS</b> (Include all subtotals from continuation sheets)	\$ 0.00

**PART IV - CAMPAIGN CONTRIBUTIONS MADE** (Monetary and non-monetary campaign contributions of \$100 or more made to or on behalf of state candidates, elected state officers and any of their controlled committees, or committees supporting such candidates or officers must be reported in A or B below.)

- A. If the contributions made by you during the period covered by this report, or by a committee you sponsor, are contained in a campaign disclosure statement which is on file with the Secretary of State, report the name of the committee and its identification number, if any, below.

Name of Major Donor or Recipient Committee Which Has Filed A  
Campaign Disclosure Statement: \_\_\_\_\_

Identification Number if  
Recipient Committee: \_\_\_\_\_

- B. Contributions of \$100 or more which have not been reported on a campaign disclosure statement, including contributions made by an organization's sponsored committee, must be itemized below.

Date	Name of Recipient	I.D. Number if Committee	Amount
			\$

☐ If more space is needed, check box and attach continuation sheets.

**NOTE: Disclosure in this report does not relieve a filer of any obligation to file the campaign disclosure statements required by Gov. Code Section 84200, et seq.**

PERIOD COVERED: 07/01/2009 09/30/2009

NAME OF LOBBYING FIRM: ROSS; ESPERANZA

PART II - PAYMENTS RECEIVED IN CONNECTION WITH LOBBYING ACTIVITY (Amounts may be rounded off to whole dollars. See Instructions on reverse.)				
Employer's Name, Address and Telephone Number Ross Communications on behalf of Barona Band of Mission Indians  Sacramento CA 95814				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.) None				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Employer's Name, Address and Telephone Number Ross Communications on behalf of CALCIMA  Sacramento CA 90814				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.) SB 696, SB 61				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Employer's Name, Address and Telephone Number Strategic Education Services on behalf of Association of California Urban School Districts  Sacramento CA 95814				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.) None				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 4000.00	\$ 0.00	\$ 0.00	\$ 4000.00	\$ 11000.00
PAGE SUBTOTAL			\$ 4000.00	

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PART II - PAYMENTS RECEIVED IN CONNECTION WITH LOBBYING ACTIVITY (Amounts may be rounded off to whole dollars. See Instructions on reverse.)				
Employer's Name, Address and Telephone Number Strategic Education Services on behalf of AVID Center  Sacramento CA 95814				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.) None				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Employer's Name, Address and Telephone Number Strategic Education Services on behalf of California Science Center  Sacramento CA 95814				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.) State Legislature, State Budget Item 1100-001-0001; SB 61, SB 64, AB 182				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 4000.00	\$ 0.00	\$ 0.00	\$ 4000.00	\$ 10000.00
Employer's Name, Address and Telephone Number Strategic Education Services on behalf of High School Districts Association  Bakersfield CA 93303				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.) None				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
PAGE SUBTOTAL			\$ 4000.00	

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PART II - PAYMENTS RECEIVED IN CONNECTION WITH LOBBYING ACTIVITY (Amounts may be rounded off to whole dollars. See Instructions on reverse.)				
Employer's Name, Address and Telephone Number Strategic Education Services on behalf of Sacramento City Unified School District  Sacramento CA 95824				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.) None				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Employer's Name, Address and Telephone Number Strategic Education Services on behalf of San Bernardino City Unified School District  Sacramento CA 95814				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.) State Allocation Board, Office of Public School Construction, and State Legislature on - issues regarding Overcrowded Relief Grant (ORG) Program and School District's Appeal to their ORG application				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 4000.00	\$ 0.00	\$ 0.00	\$ 4000.00	\$ 11000.00
Employer's Name, Address and Telephone Number Strategic Education Services on behalf of Santa Ana Unified School District  Santa Ana CA 92701				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.) None				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
PAGE SUBTOTAL			\$ 4000.00	

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PART II - PAYMENTS RECEIVED IN CONNECTION WITH LOBBYING ACTIVITY (Amounts may be rounded off to whole dollars. See Instructions on reverse.)				
Employer's Name, Address and Telephone Number Strategic Education Services on behalf of School Transportation Coalition  Sacramento CA 95814				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.) None				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Employer's Name, Address and Telephone Number McGraw Education  New York City NY 10121				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.) None (State Legislature, Dept. of Education, Secretary of Education)				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 12000.00	\$ 0.00	\$ 0.00	\$ 12000.00	\$ 12000.00
Employer's Name, Address and Telephone Number United Farm Workers  Keene CA 93531				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.) SB 789; SB 677; AB 1510, AB 296, State Legislature				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 7500.00	\$ 0.00	\$ 0.00	\$ 7500.00	\$ 12900.00
<b>PAGE SUBTOTAL</b>			<b>\$ 19500.00</b>	



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PART II - PAYMENTS RECEIVED IN CONNECTION WITH LOBBYING ACTIVITY (Amounts may be rounded off to whole dollars. See Instructions on reverse.)				
Employer's Name, Address and Telephone Number Spectrum Center Schools- Educational Services of America  Nashville TN 37217				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.) None (State Legislature, State Department of Education)				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 21000.00	\$ 0.00	\$ 0.00	\$ 21000.00	\$ 63000.00
Employer's Name, Address and Telephone Number Kings Canyon Unified School District  Reedley CA 93654				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.) None (State Legislature, State Energy Commission)				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 6000.00	\$ 0.00	\$ 0.00	\$ 6000.00	\$ 14000.00
Employer's Name, Address and Telephone Number National City				
Legislative or State Agency Administrative Actions "Actively" Lobbied During the Period. (See instructions on reverse.) None (State Legislature, State Lands Commission)				
Fees and Retainers	Reimbursements of Expenses	Advances or Other Payments (attach explanation)	Total This Period	Cumulative Total to Date
\$ 3000.00	\$ 0.00	\$ 0.00	\$ 3000.00	\$ 7000.00
PAGE SUBTOTAL			\$ 30000.00	